



8 Steps To Creating A High Converting Sales Video

Step #1: Shock and Awe

You have about 7 seconds to grab your viewers' attention before they lose patience, get bored or simply exit your video. That precious first impression can make all the difference so it pays to spend some time deciding on your short, attention-grabbing opening sentence. It can be a question, statement or suggestion – as long as it peaks your viewers' interest enough to keep watching. Shock and awe your viewer by asking an uncomfortable question such as “Are you paying too much for...?”, a realization like “I’m going to share with you the startling truth about...” or maybe an unpopular statement such as “In today’s uncertain economy...”.

Step #2: Getting from A to B

Keep your viewer hooked by appealing to their needs. Do your research so you clearly know how to position your product as the vehicle that will drive your viewer from their current situation (A) to their desired situation (B). Your goal with this step is to empathize with your target market. If you do this right, your viewers in turn will feel understood by you, and by the time you pitch your product, you would have already become a trusted expert in their eyes. You might open with something in this section like "Have you ever felt..." or "If you've ever experienced the pain of..." and then briefly elaborate that overall problem you've identified.



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Step #3: Expanding on the Cause-Effect Relationship of the Problem

Usually problems are deeper than people may realize. For your viewer, there will always be something causing the problem which is leading to a negative effect in their life. For example they may need to earn more money to pay the bills. However, deep down the problem isn't that they don't have enough money it's that they don't have a way of generating income outside of their job that will allow them to pay their bills. As you can see, a well posed problem almost organically gives us a hint at the solution, but we're not there yet. Before the actual solution is revealed, this step is there for you to expand on the problem alongside the negative impacts that it may be having on the viewers' life. This will seal their trust in you, if you're able to accurately convey something they know all too well. The best way to engage with your viewer here is through storytelling. Tell a relevant story of you, or someone who was experiencing the problem you're describing, and allude to how they found the solution through your product, or its equivalent. The key here is to make the story come to life in your viewers' head – so much so that they can see themselves within it and start to imagine what life can be like without the problem being described.

Step #4: The Solution

Now that you've explored the problems your viewer has been experiencing it's time to reveal the solution in full. This is what your viewer has been waiting for that is going to get them from their current situation to their desired situation as fast as possible. This could be incorporated into and flow from the story in the previous step. Or it could be as straightforward as you announcing your product and introducing its major benefit. To ensure your video converts, in this step it's important to make it very clear why your product is going to solve your viewers' problems.

Step #5: Explore the Benefits

By this stage you've built up some trust with your viewer and have introduced your product as a solution. Now is the time to cement their trust in your product by elaborating on its desirable benefits. The point of this step isn't to give an overview of your product or how it works. Instead, use this opportunity to connect the dots for your viewer between the solution and the features of your product. Focus on outlining the numerous features of your product and their benefits to the viewer.



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Your goal is to show that you have a complete solution with this one product, therefore appealing to a greater audience who will be watching.

Step #6: Call to Action

Now it's time to call your viewer to take action. If up until now you have clearly communicated that you know their problem intimately and your solution will in fact bring them closer to their desired situation then you should have no problem making a sale. So at this point, it's time to give clear and convincing instructions for what they need to do in order to get your product. Try something such as: "Reserve your copy today. Scroll down the page and click get access now" or "Any delay will make it much harder to..." or "Call _ to set up an appointment.". Just remember: keep it short and to the point.

Step #7: Risk Reversal

To really increase conversions and bring your pitch home after you've called your visitor to act, there's two tools you can use at this point.

1. Guarantee: if you have a money back guarantee, now is the time to state what it is and how it works. Try something like: "You don't pay a cent unless you like it. Period." or "We stand by our products with a 100% money back guarantee" or "If you're not completely satisfied with any item you ever order from us, simply return it and we'll promptly send you a full refund".
2. Testimonials: raving reviews from actual customers who have purchased and had a positive experience with your product are the most effective form of proof you can use to generate a sale. Whether it's a text or video testimonial, be sure to use it here.

Step #8: Follow Through

Finally, especially if you're selling a larger priced item, this step is crucial to finish off strong. This is your opportunity to back up your call to action so you will basically continue to sell for a few minutes. Explore other convincing angles as to why your viewer is getting a great deal. These could include statements like: "It's our total commitment to see you succeed and that's why..." or "Don't be deceived by..." or just an announcement about some additional bonuses that complement your product.



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Each one of these steps, in this sequence is important because it takes your customers through a proven process that works time and time again. This process leads them from the stage where they don't know anything about your product or service right through to wanting to buy it from you.

And once you have created your sales video script, film and edit your video in minutes using Create by Vidello to speed up the entire process and then take the final steps of publishing and driving traffic to your video that much more easier by using Vidello



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